



Presented By Edesa Bitbadal

Silicon Valley Clean Energy Community Outreach Plan Update

Background

On May 2, 2017, the City Council directed staff to study the Community Choice Energy program and to report back to the Council on possible options for the City of Milpitas.

On October 17, 2017, the City Council voted to proceed with the steps required to join Silicon Valley Clean Energy.

On November 21, 2017, the City Council waived the 2nd reading and adopted Ordinance No 296 authorizing the implementation of a CCE program for Milpitas.

On December 19, 2017, the City Council appointed a regular Director and alternate Director to the Authority's Board of Directors.

What is Community Choice?



Marketing, Education & Outreach



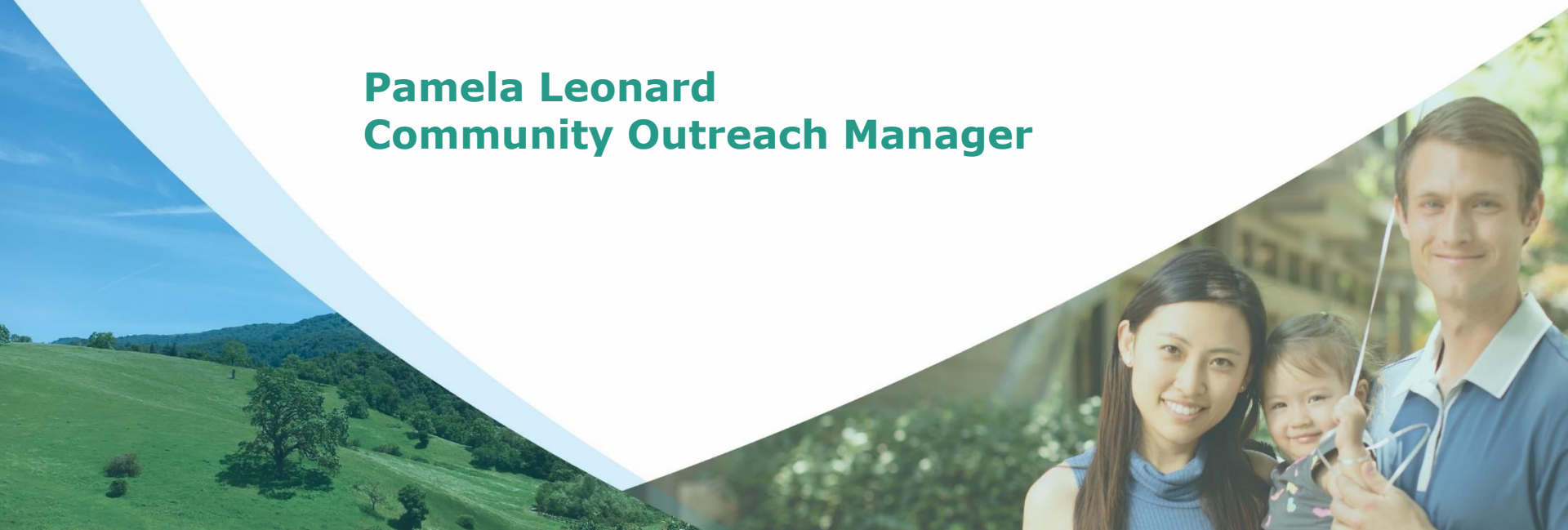
Timeline & Next Steps

Steps	Lead	Timeline	Status
Complete & Submit PG&E Form 79-1030	MLP	Oct 20, 2017	Completed
Pass Resolution For A Request To Join SVCE	MLP	Nov 7, 2017	Completed
Approves & Execute The SVCE JPA Agreement	MLP	Nov 7, 2017	Completed
Pass Ordinance To Implement A CCA Program	MLP	Nov 7, 2017	Completed
SVCE Board Approves Membership Request	SVCE	Nov 29, 2017	Completed
Appoint Regular & Alternate Director	MLP	Dec 19, 2017	Completed
Select One Electricity Option for Municipal Services	MLP	Dec 19, 2017	Completed
Prepare & Submit Revised Implementation Plan	SVCE	Dec 21, 2017	Completed
Marketing, Education & Outreach	SVCE & MLP	Dec – Jun 2018	In Progress
Enrollment Letters & Postcards	SVCE	Apr – Jul 2018	In Progress
Launch Service To All Milpitas Customers	SVCE	June 1, 2018	In Progress



Milpitas Enrollment & Outreach

Pamela Leonard
Community Outreach Manager



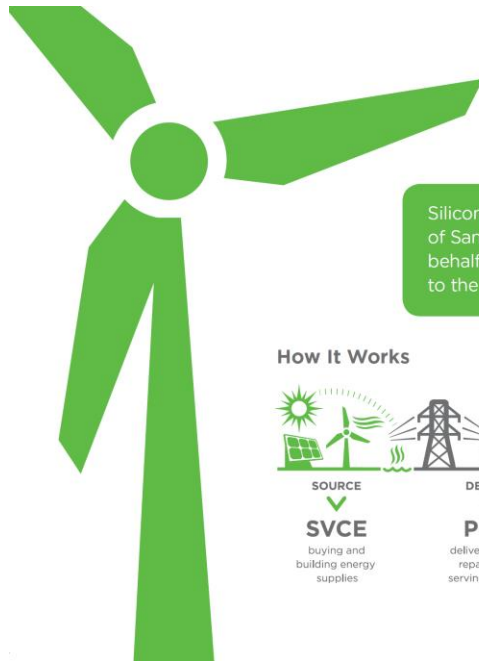
Overview

- Enrollment Timeline
- Residential Outreach
- Commercial Outreach
- Advertising & Media
- Questions



Enrollment

- Customers are automatically enrolled into the SVCE program
- Customers can “opt out” to stay with PG&E’s bundled service
- Customers receive at least 4 notices (2 pre- and 2 post-enrollment)



Welcome to your new electricity provider—
powered by **wind, water and sun**.
Carbon free, with prices lower than PG&E.

Silicon Valley Clean Energy is a community-owned agency serving the majority of Santa Clara County communities by acquiring clean, carbon-free electricity on behalf of residents and businesses. As a public agency, net revenues are returned to the community to keep rates low and promote clean energy programs.

How It Works



You're in!

You are now receiving carbon-free electricity*—you don't need to do a thing. SVCE enrollment is automatic, but you can opt out to remain with PG&E.

Bienvenido a su nuevo proveedor de electricidad, generada por viento, agua y sol. Libre de carbono, con precios más bajos que PG&E.

歡迎使用您的新電力供應商——由風力、水力和太陽能發電，為您供應價格比 PG&E 更低的 無碳電力。

*Sourced from wind, solar, hydro and other renewable energy sources to meet the total annual demand of SVCE customers.

Learn More: SVCleanEnergy.org



Enrollment Schedule

Notice No.	Format	Date
Pre-enrollment #1	Letter	April
Pre-enrollment #2	Postcard	May
Post-enrollment #3	Postcard	June
Post-enrollment #4	Postcard	July
Additional programs - Discount programs - SmartRate - Budget Billing	Letters	April/May

Solar Enrollment Schedule

- Solar customer enrollment will be based on annual Net Energy Metering (NEM) true-up date, as shown below:

True-Up Month	SVCE Enrollment Date
April, May or June 2018	June 2018
July, August or September 2018	September 2018
October, November or December 2018	December 2018
January, February or March 2019	March 2019

- More info about SVCE's NEM program available at SVCleanEnergy.org/solar

Residential Outreach

- Community Meeting – March 27
- Tabling at Farmers Market and other events
- Direct Outreach:
 - Service Clubs
 - Rotary
 - Kiwanis
 - Neighborhood Associations & HOAs
 - Faith Community
 - Multi-Cultural Organizations



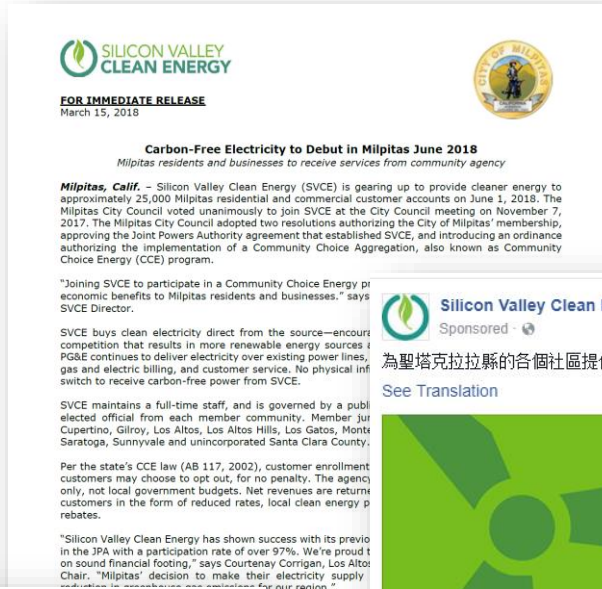
Business Outreach

- Commercial Customer Roundtable – May
- Corporate Earth Day Fair
- Direct Outreach by SVCE Accounts Team
- Business-specific Enrollment Letter



Advertising & Media

- Joint Press Release
- Media Relations
- Digital
- Ethnic Media



無碳電力!
風力發電



[See Translation](#)



¡Electricidad libre de carbono!

Prestamos servicios a las comunidades del Condado de Santa Clara

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Questions?